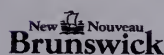
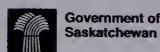


Tools for Success

A Producer's Guide to APF Programs and Services

*The Agricultural Policy Framework (APF)
A Federal-Provincial-Territorial Initiative*



YOU MAKE A DIFFERENCE

As a producer, you are a key player in an industry that generates \$130 billion in sales each year and touches the lives of Canadians in every corner of the country. Your success as a producer is important for you and your family, clearly, but also for your community and everyone else in Canada.

To help you stay on top of today's tough business world, a package of programs and services is available to you under the Agricultural Policy Framework (APF). The APF is a national plan drawn in partnership with the federal, provincial and territorial governments. Its goal is to create an environment for you and future generations to succeed and build a thriving agri-food industry that's the envy of the world.

Here is a quick overview of some of the Canada-wide programs and services available to you under the APF. There are also many provincial and territorial programs to address other specific needs.

For a comprehensive look at all APF programs, visit www.agr.gc.ca/puttingcanadafirst or consult your provincial or territorial agriculture department.



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Cette publication est aussi disponible en français sous le titre
Outils de réussite — Votre guide des programmes et services du CSA
AAFC N° 10160E



BUSINESS RISK MANAGEMENT

All businesses have their attendant risks, and food production certainly has its share of ups and downs. Business Risk Management programs can help smooth out the bumps, so you can keep your enterprise on track.

PROGRAMS

Canadian Agricultural Income Stabilization (CAIS)

offers both stabilization and disaster protection, covering against small and large drops in income.

To find out how to access program in your region, contact the CAIS Administration toll free at **1-866-367-8506** or visit the program web site at **www.agr.gc.ca/caisprogram**

Production Insurance (PI)

provides protection for crop losses caused by natural hazards such as adverse weather conditions, insects and diseases. To learn more, contact your local Production Insurance Agency.

Spring Credit Advance Program and ***Advance Payments Program*** complement the above programs by helping smooth out your cashflow at either end of the growing season.

For more information, contact your producer organization or:
Program Manager, Advance Payments Programs **1-888-346-2511**
or visit **www.agr.gc.ca/brm**

ENVIRONMENT

Producers deserve a lot of credit for taking their land stewardship responsibilities to heart, especially when faced with the environmental pressures associated with today's more intensive farming operations. And with consumers showing increased interest over the link between the environment and their food, producers and processors alike can gain a competitive advantage by demonstrating their commitment to sustainability. With Environment programs, even greater environmental sustainability is within your reach.

PROGRAMS

Environmental Farm Planning will help you to assess the environmental benefits and risks on your farm and develop an action plan. Plans are developed through participation in workshops or individual consultations and are tailored to your farming operation. Once your plan has been approved, you may then be eligible for financial and technical assistance under the ***National Farm Stewardship*** program and the ***Greencover Canada*** program to implement beneficial management practices (BMPs) on your farm. An environmental farm plan is important to your operation's bottom line, given the potential benefits of decreased farm costs and increased overall efficiency.

To find out who delivers these programs in your region, call toll free **1-800-667-8567** or visit **www.agr.gc.ca/environment**





RENEWAL

Adaptability is the hallmark of today's producer. Learn new ideas and approaches for on- and off-farm business ventures with APF Renewal programs. Or take advantage of value-added opportunities to tap new markets. Regardless of your experience, sometimes getting a perspective from outside your business can be a key to its success.

PROGRAMS

Canadian Agricultural Skills Service (CASS)

CASS can help you and your spouse become more competitive and profitable by assessing your skills and getting you the training you need in business management, accounting, finance and human resource management, both on and off the farm. CASS is aimed at beginning farmers and those of you with a net family income of under \$45,000.

Canadian Farm Business Advisory Services (CFBAS)

Qualified financial specialists can help you assess your financial situation, set goals and develop plans to meet those goals, through the *Farm Business Assessment* program and the *Specialized Business Planning Services*.

Planning and Assessment for Value-Added Enterprises (PAVE)

This program helps pay for the services of a business planning professional to develop feasibility assessments and comprehensive business plans for specific, value-added enterprises. For example, producing fibreboard from hemp or straw, or converting animal waste into clean, renewable electricity.

Benchmark for Success and Agricultural Services Web site

This web-based service is an interactive tool to help you measure the performance and potential profitability of your farm against other operations similar in size, specialization and region.

For more information, contact the Canadian Agri-Renewal Services office (toll free) **1-866-452-5558** or visit **www.agr.gc.ca/renewal**

FOOD SAFETY AND QUALITY

You want the best for your table, and so do your customers. We all share a commitment to ensuring that food produced in Canada continues to be among the safest to eat and of the highest quality in the world. To this end, Canada is putting in place national, seamless food safety systems on the farm and throughout the agri-food chain - from the field to the fork. Food Safety and Quality programs will help producers and processors brand Canada as a food producing nation of choice.

PROGRAMS

Canadian Food Safety and Quality Program (CFSQP)

Through partnerships between Canadian governments and national agriculture and agri-food organizations, the overall goal of this component is to develop and help set up government-recognized food safety and food quality process-control systems throughout the entire food chain.

For more information, contact the Director, Food Safety and Quality Program Division, **(613) 759-1000** or visit **www.agr.gc.ca/fsq**





SCIENCE AND INNOVATION

Sometimes, just staying ahead of the wave can give you the competitive edge you're looking for. Whether it's handling Nature's curveballs, or finding new markets for non-food products, Innovation programs can help you take advantage of new and emerging technologies for increased profitability.

PROGRAMS

Agri-Innovation Program

The objective is to help organizations such as cooperatives, commodity groups, agri-businesses and others by funding start-up projects that accelerate innovation and commercialization. These projects include centres of innovation, business mentoring, and pilot processing.

Broker Program

Support is provided for organizations to act as 'brokers', to identify opportunities by building links along new and existing market chains, and between industry, government and universities.

For more information, contact the APF Science and Innovation Coordinator, (613) 759-7798 or visit www.agr.gc.ca/science

AND FINALLY...

As a net producer of food vying for a share of today's international markets, Canada needs to maintain a strong presence on the world stage. Increased use of the programs and services covered in this brochure should help amplify the voice of Canadian agri-food interests, translating into an edge over the competition in international markets. In strengthening the industry in Canada, we are in turn putting ourselves in a position to capitalize on the country's positive image around the world and bolster our customers' knowledge of, and trust in, Canadian products. Together, we want to brand Canada as a source of safe, high-quality food produced using environmentally-sustainable systems.

For further information, please visit www.agr.gc.ca/puttingcanadafirst or call 1-800-0-Canada

